

4  
Start

Fig. 1

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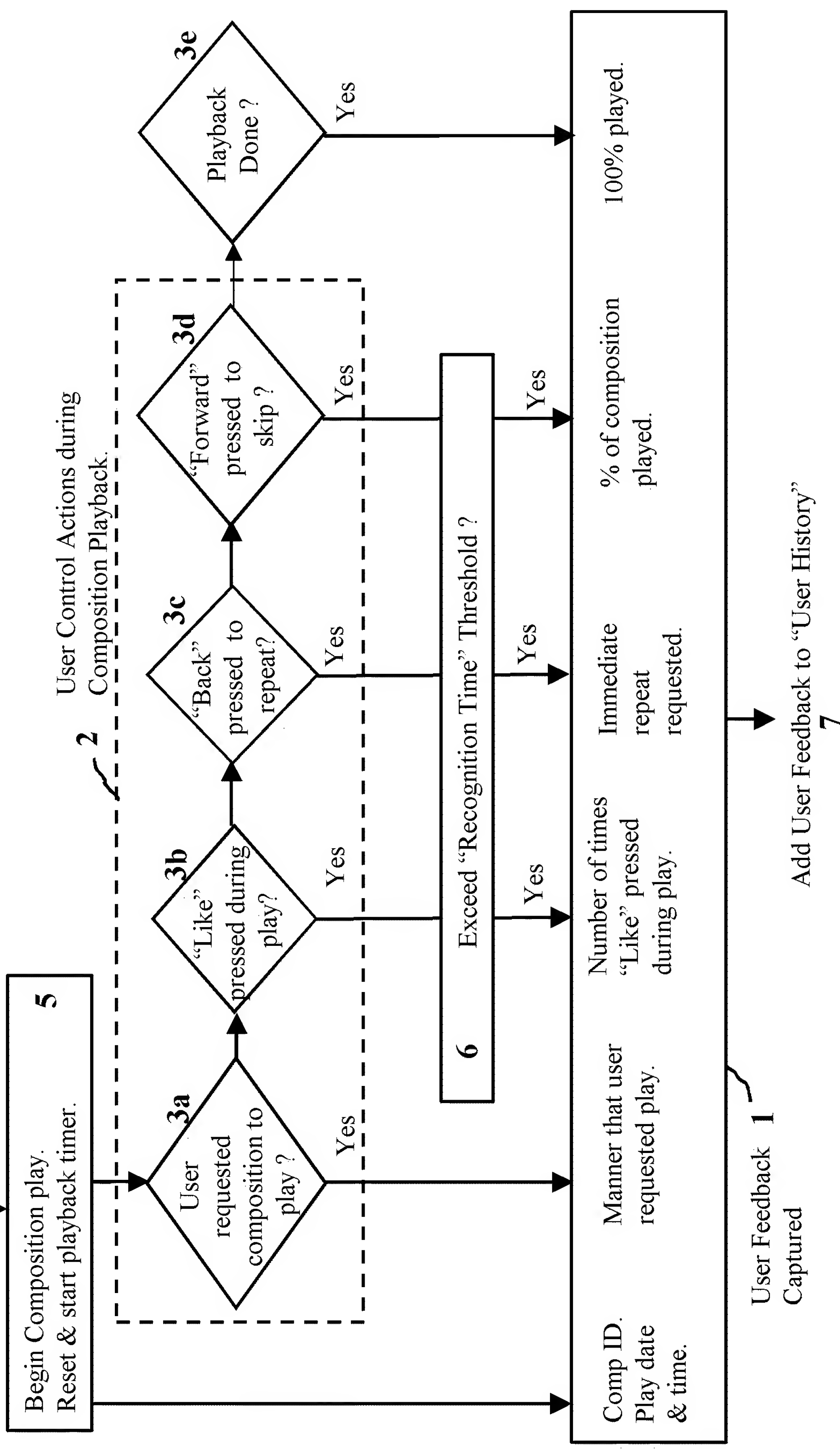


Fig. 2

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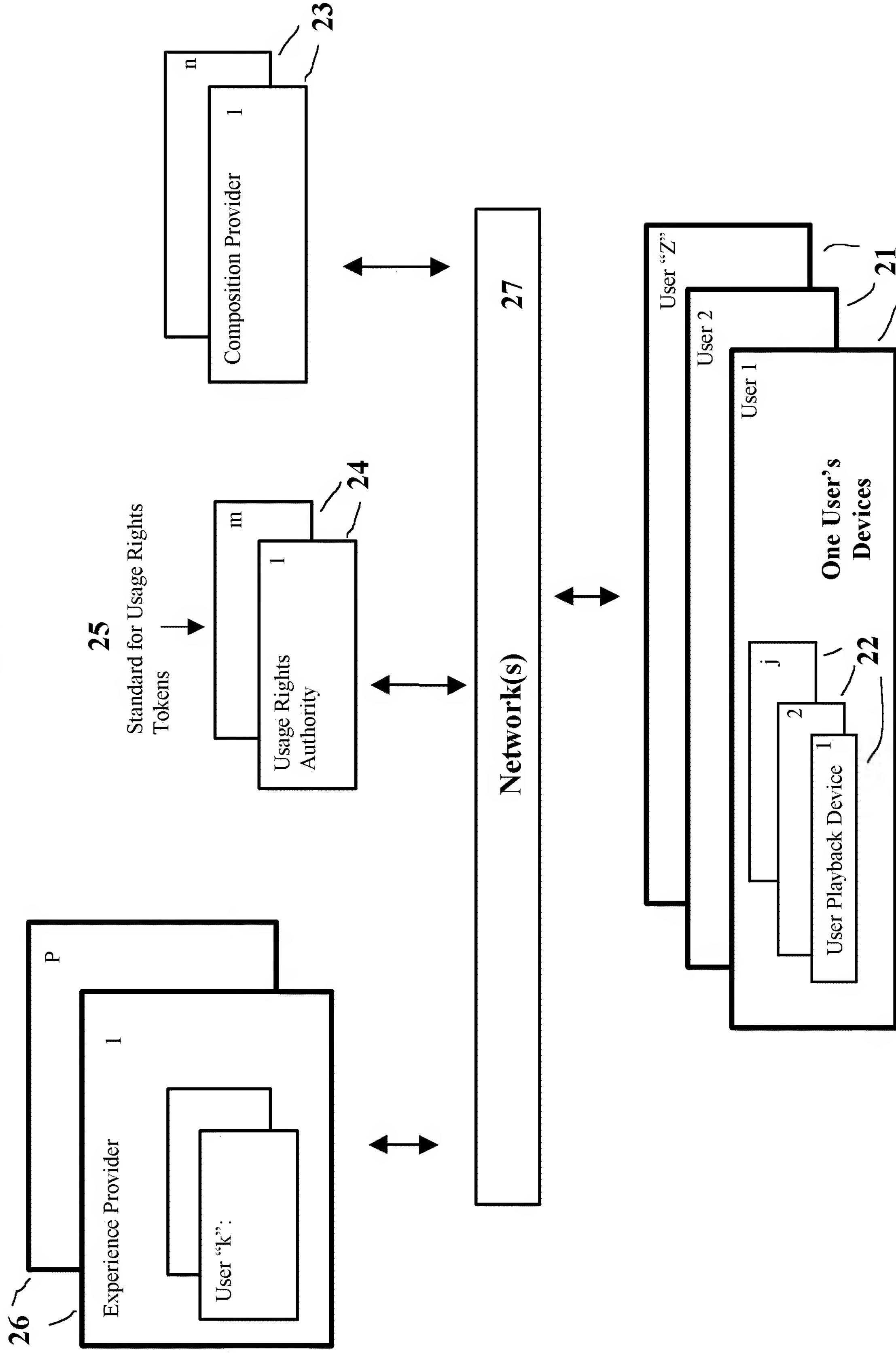


Fig. 3

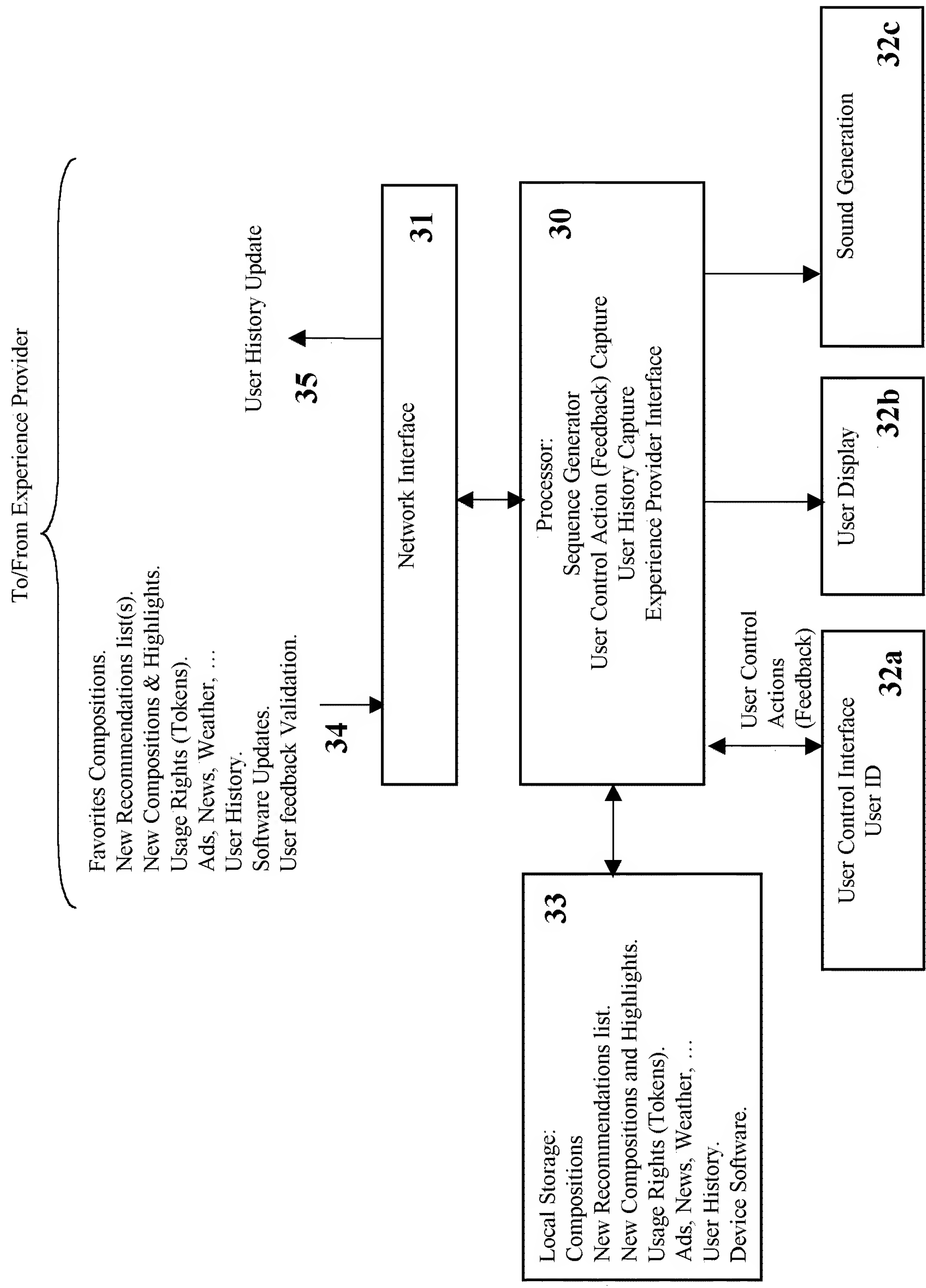


Fig. 4

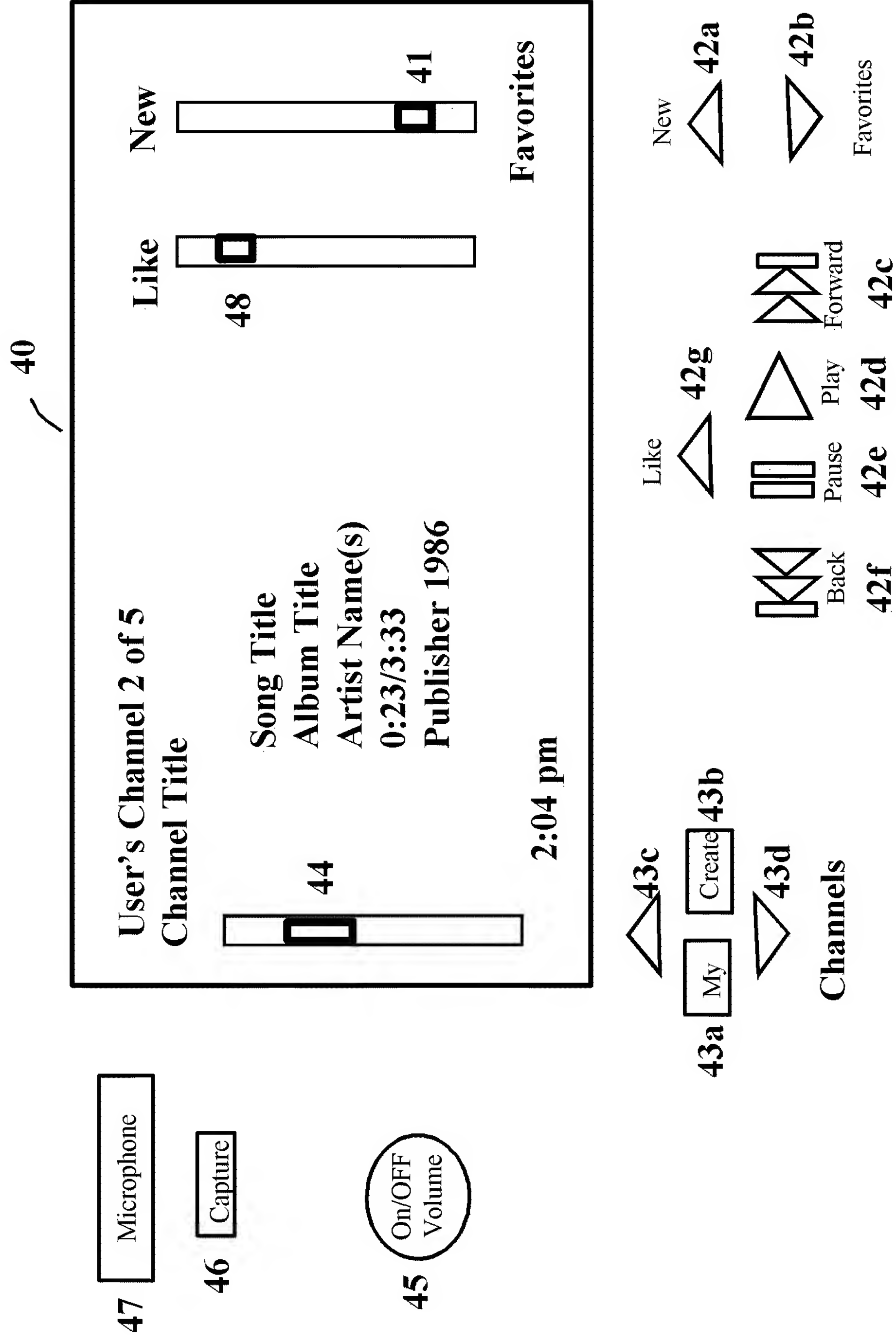
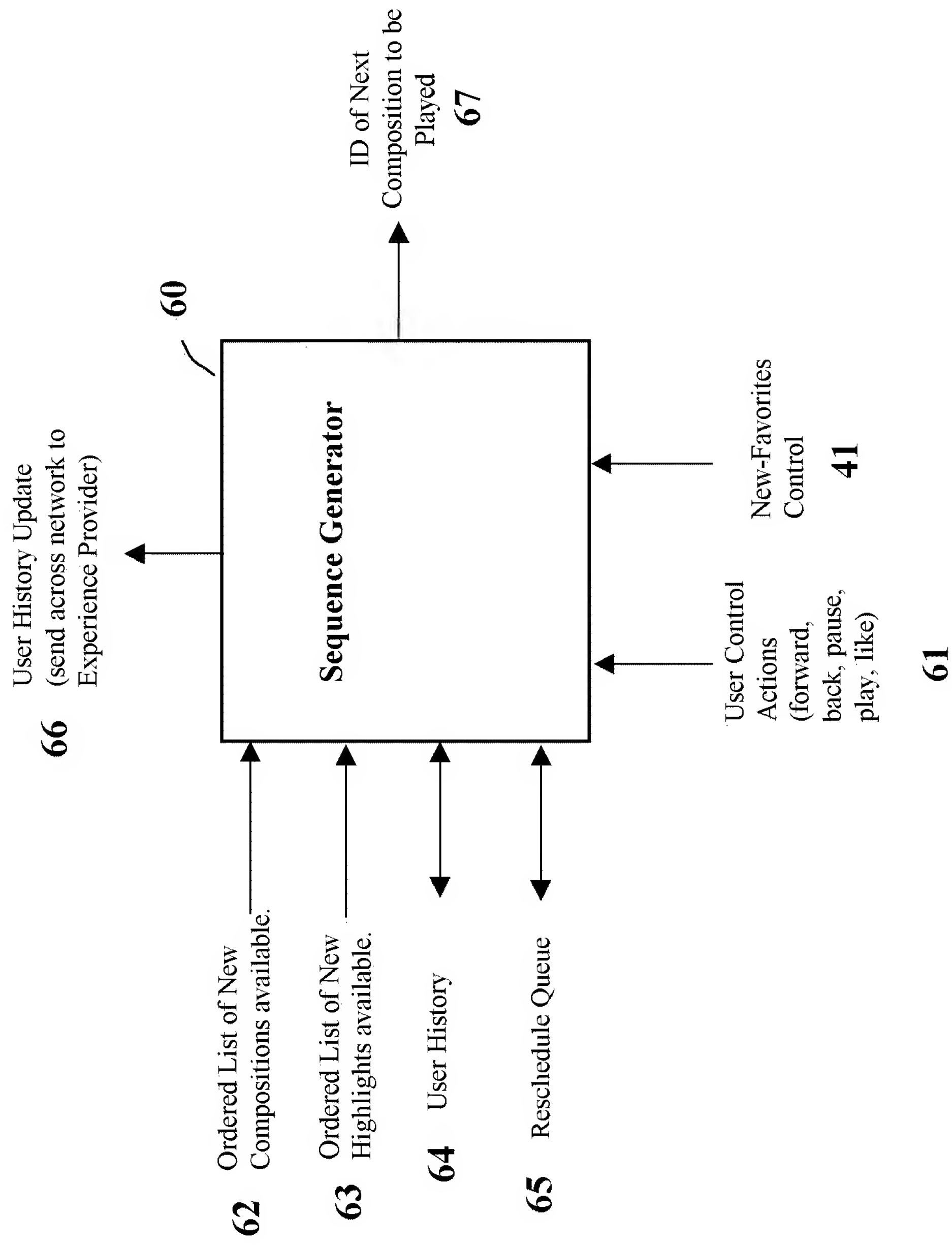


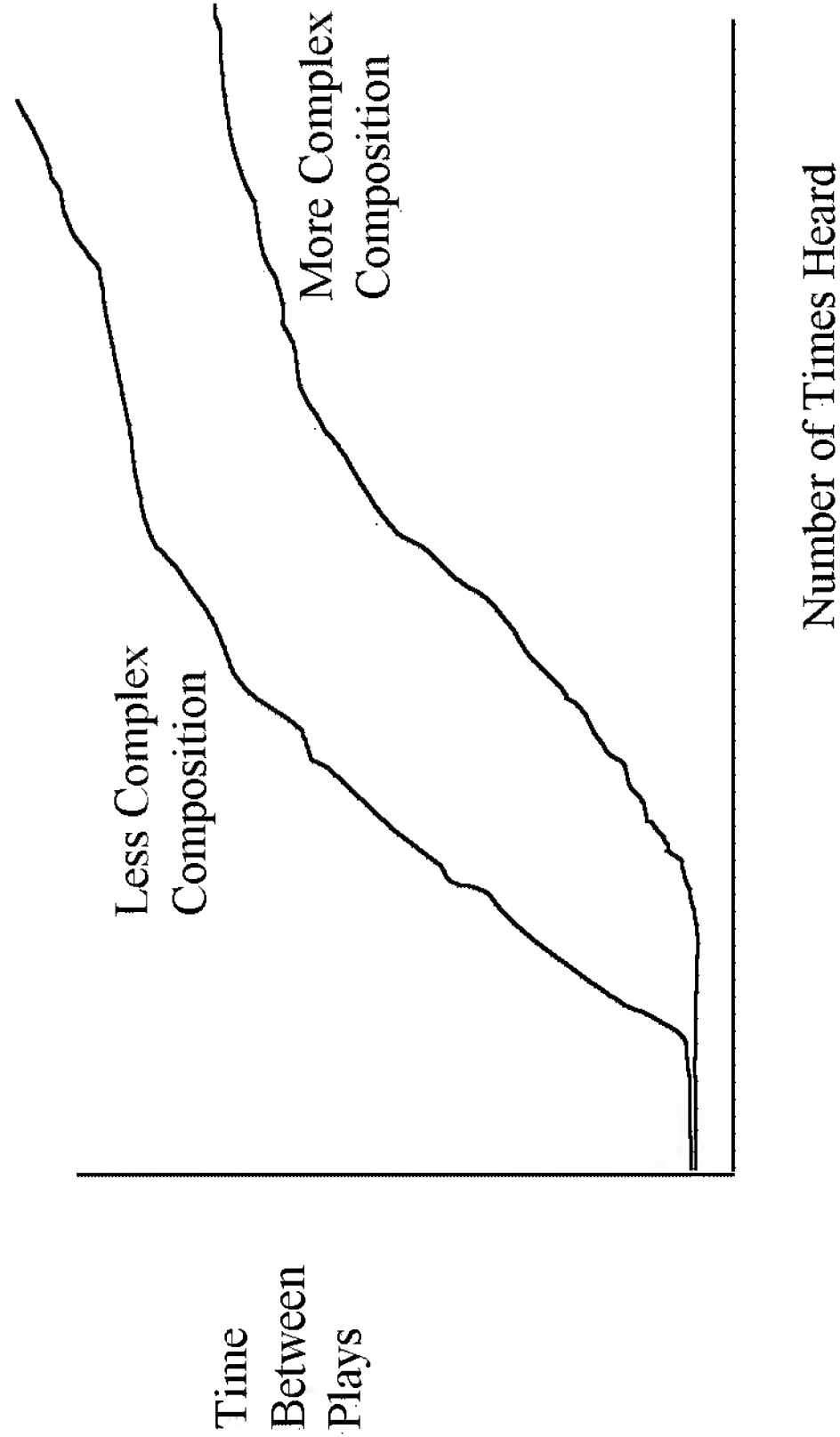
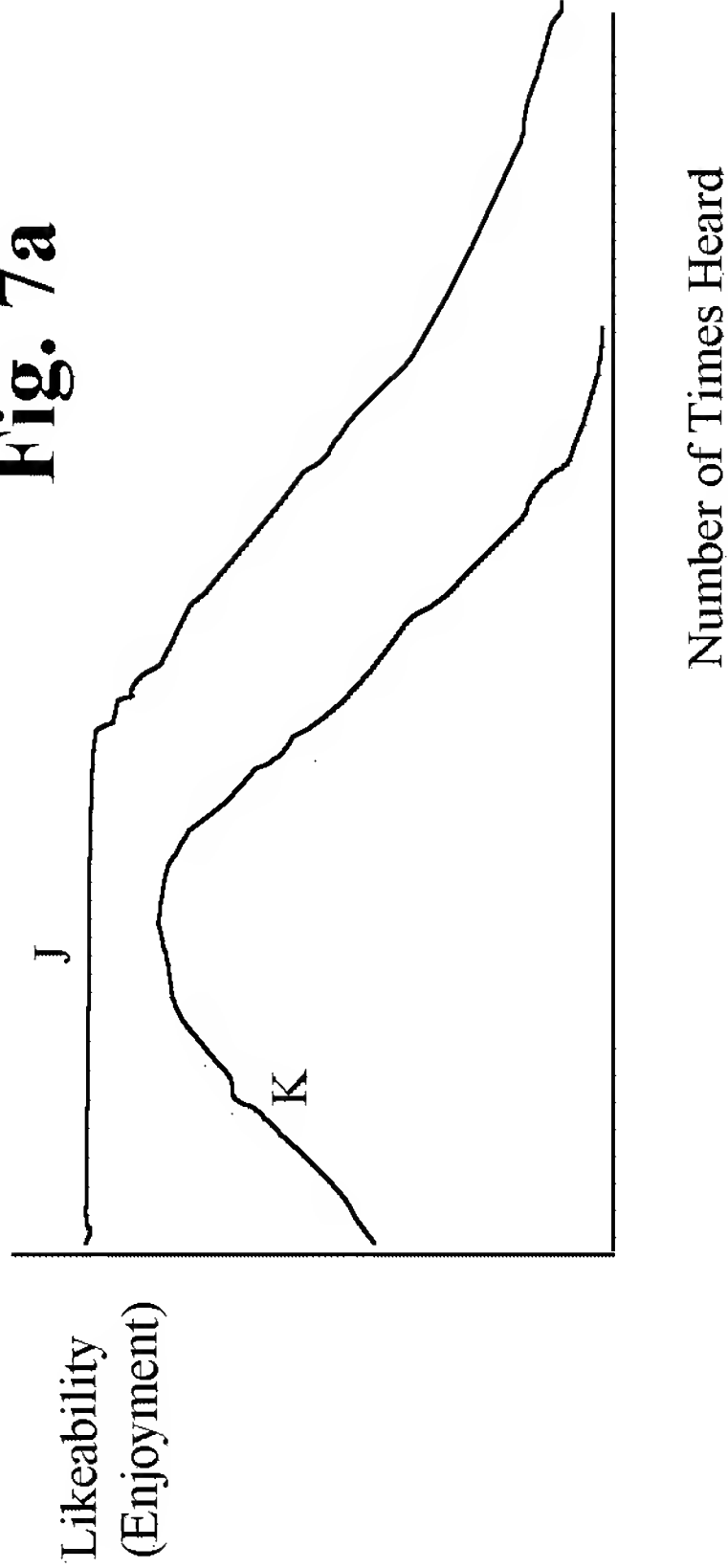


Fig. 6

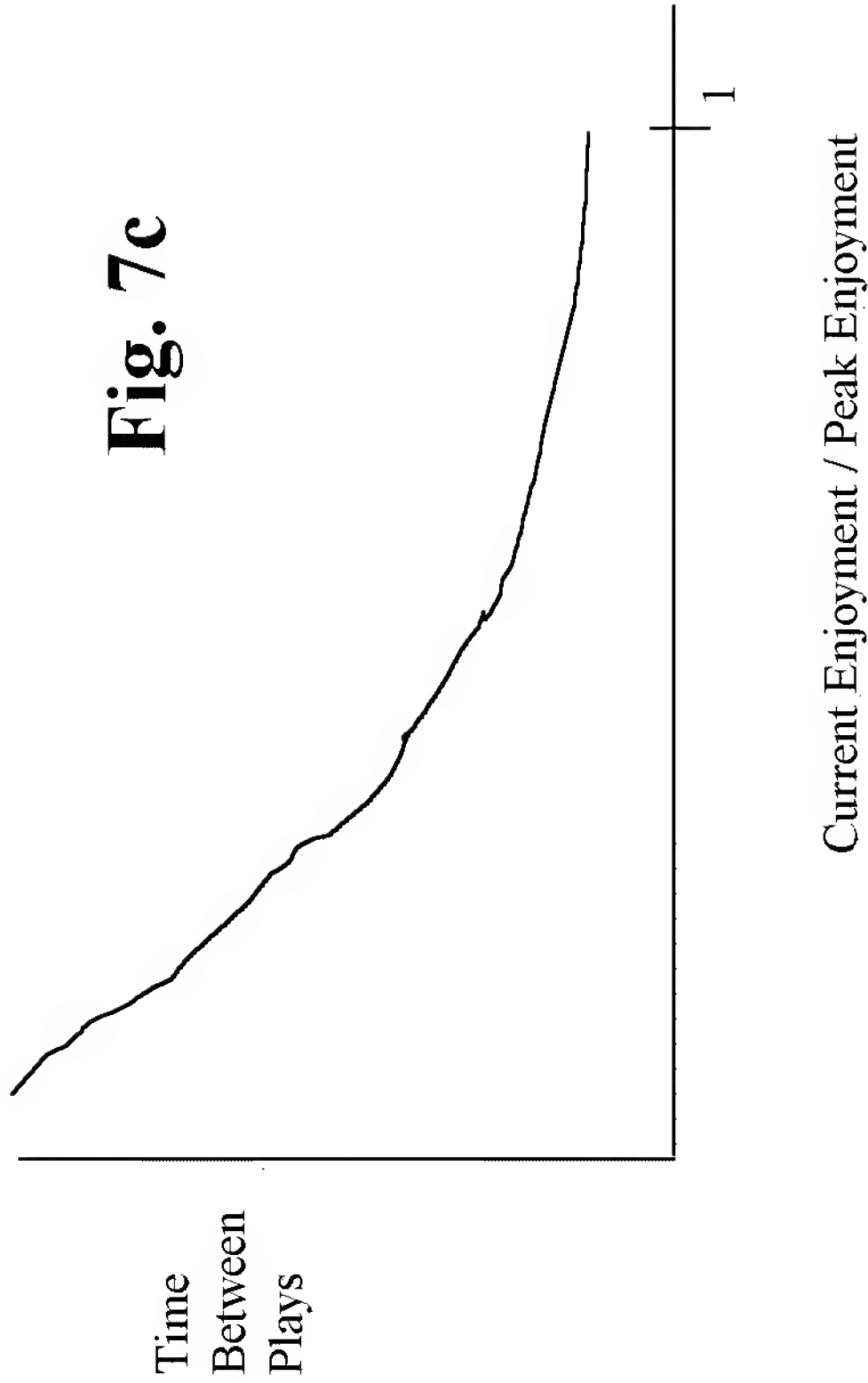
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**Fig. 7a**



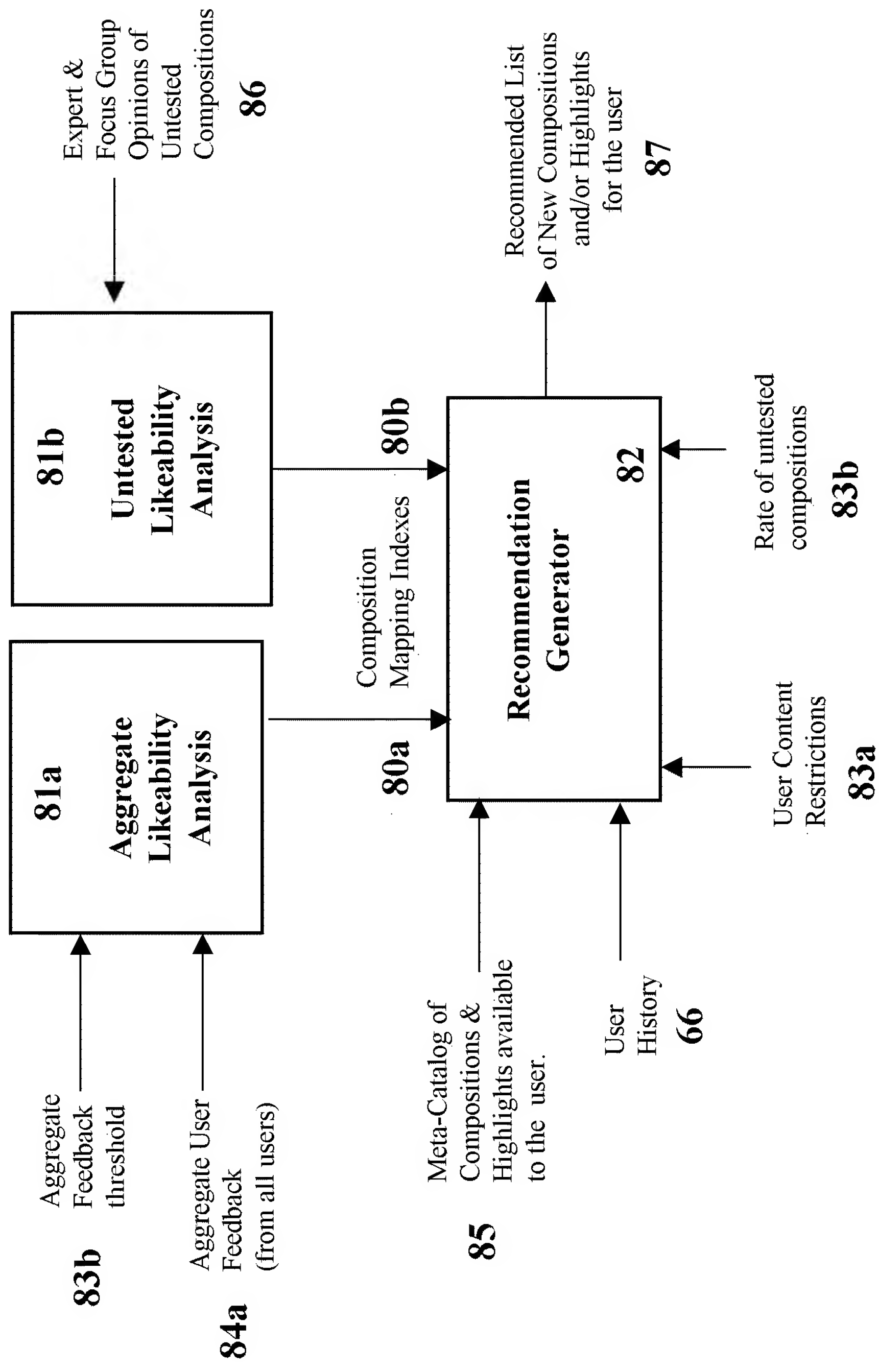
**Fig. 7b**



**Fig. 7c**

Fig. 8

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Aggregate One-to-One Likeability Index:				
If Like Comp #	Also liked Comp #	# Users Sampled	# Users Liking both	% Users liking both
854108	883491	21,603	19,226	89
	103293	34,885	30,349	87
	527177	22,673	17,004	75
	.....			
854109	1429108	1,852	1,555	84
	.....			
854110				
	.....			

Fig. 10

Aggregate Many-to-One Likeability Index:								
If user likes these								
Comp #	Comp #	Comp #	Also liked Comp #	# Users Sampled	# Users Liking all	% Users liking both		
854108	883491	107389	230845	19,176	15,533	81		
			632952	1,456	1,150	79		
			428503	11,062	8,628	78		
			.....					
854108	883491	35139	843004					

FIG. 11

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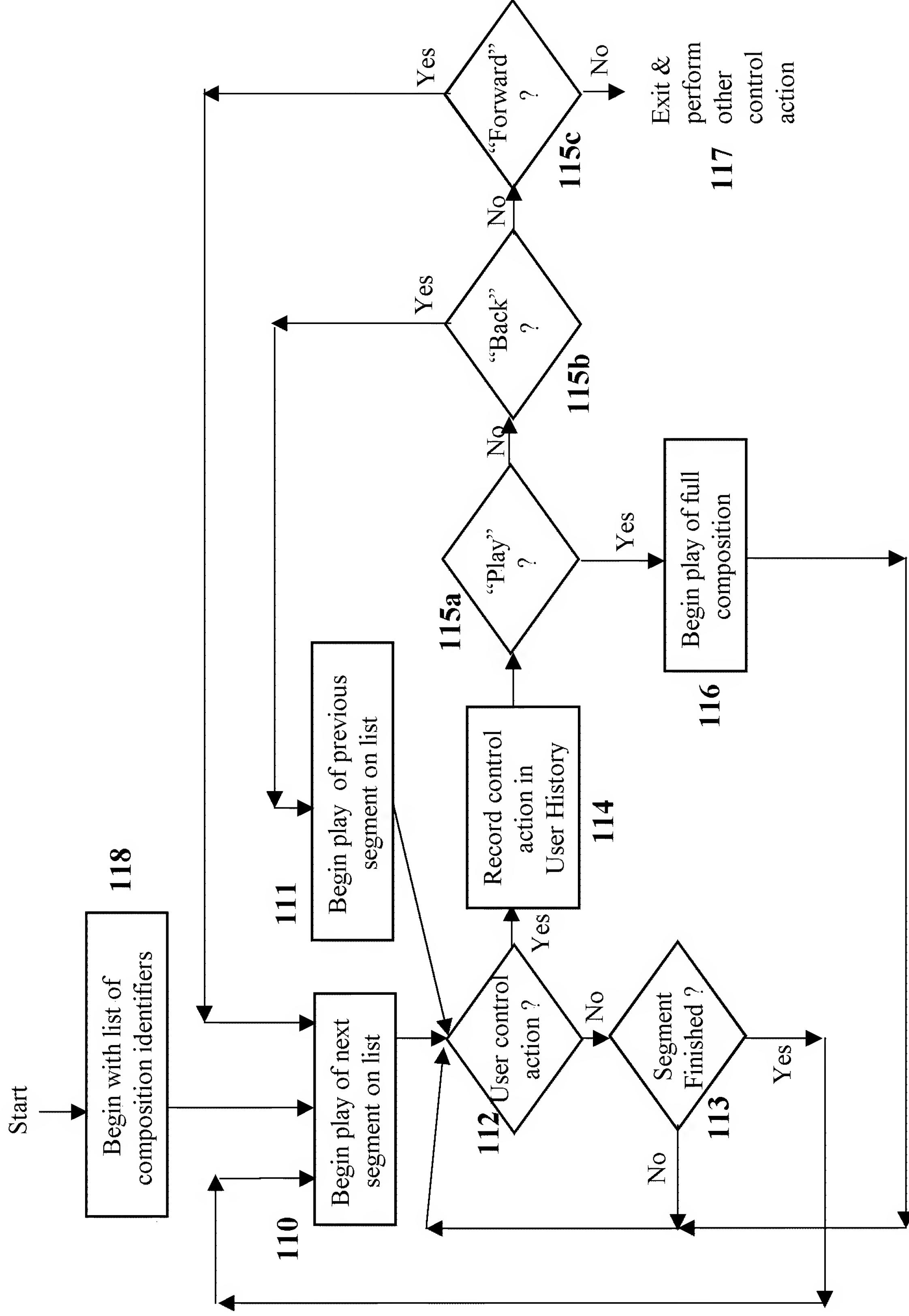


FIG. 12

